

Message Text

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42

ORIGIN EUR-12

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APPROVED BY EUR - J. A. ARMITAGE

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FM SECSTATE WASHDC

TO AMEMBASSY BUCHAREST NIACT IMMEDIATE

AMEMBASSY MOSCOW

AMEMBASSY WARSAW

AMEMBASSY BUDAPEST

INFO AMCONSUL MUNICH

C O N F I D E N T I A L STATE 208580

STADIS////////////////////////////////////

E.O. 11652: GDS

TAGS: PFOR, SOPN

SUBJECT: RFE/RL PROGRAM REVIEW

REF: STATE 165805; 196717 (NOTAL)

1. FOR BUCHAREST: THE BOARD FOR INTERNATIONAL BROADCASTING IS HOLDING A PROGRAM REVIEW CONFERENCE IN MUNICH AUGUST 30 - SEPTEMBER 2. EUR DEPUTY ASSISTANT SECRETARY ARMITAGE, AS WELL AS REPRESENTATIVES OF ADDRESSEE POSTS, ARE EXPECTED TO ATTEND. WE WOULD WELCOME PARTICIPATION BY BUCHAREST IF YOU CAN SPARE THE MANPOWER, AND REQUEST YOU SUBMIT TO US NAME OF YOUR NOMINEE. WE PLAN TO MENTION CONFERENCE TO AMBASSADOR BARNES.

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2. FOR ALL ADDRESSEES: FOLLOWING IS CURRENT SCHEDULE

FOR CONFERENCE:

MONDAY, AUGUST 30

9:00 A.M. CONSOLIDATED MANAGEMENT AND BROADCAST ANALYSIS

9:30 CENTRAL NEWS DEPARTMENT

10:30 RADIO FREE EUROPE PROGRAMMING

MONDAY, AUGUST 30 (CONT'D)

11:00 RADIO LIBERTY PROGRAMMING

11:30 RADIO LIBERTY POLICY CONTROL

12:00 LUNCH

2:00 PM RUSSIAN PROGRAMS

A BAVARIAN GOVERNMENT RECEPTION IS PLANNED FOR 5-6:15 PM

TUESDAY, AUGUST 31

9:30 A.M. ATTEND RFE POLICY MEETING

10:00 RFE POLICY CONTROL

10:30 HUNGARIAN PROGRAMS

11:30 BULGARIAN PROGRAMS

12:00 LUNCH

2:00 PM CZECHOSLOVAK PROGRAMS

2:00 POLISH PROGRAMS

A RECEPTION IS PLANNED BY THE CONSULATE GENERAL AT 6:30 PM

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WEDNESDAY, SEPTEMBER 1

9:00 A.M. ROMANIAN PROGRAMS

10:30 RL NATIONALITIES (OVERVIEW)

10:45 UKRAINIAN

11:30 BELORUSSIAN

12:00 ESTONIAN, LATVIAN, LITHUANIAN

1:00 PM LUNCH

2:30 GEORGIAN, ARMENIAN, AZERI

3:30 TATAR-BASHKIR

4:00 TURKESTANI (UZBEK, KAZAKH, TAJIK, TURKMEN,
- KIRGHIZ, UIGHUR)

(TO CONCLUSION)

THURSDAY, SEPTEMBER 2

- PROGRAM TO BE ARRANGED

3. BESIDES PARTICIPANTS FROM DEPARTMENT/EMBASSIES,
BIB MEMBERS AND STAFF, AND USIA, OMB AND CONGRESSIONAL
STAFFERS WILL ALSO ATTEND.

4. DEPARTMENT WOULD APPRECIATE POSTS' GIVING THOUGHT
TO FOLLOWING ISSUES AS THEY RELATE TO RFE/RL BROADCASTS
INTO YOUR COUNTRY. WE PROPOSE TO MAKE THIS THE CENTRAL
THEME OF OUR APPROACH TO THE CONFERENCE, AND WE WOULD
APPRECIATE ATTENDEES COMING PREPARED TO DISCUSS THE
ISSUES AS FOLLOWS:

-- WE SHOULD GIVE RADIOS' OUR VIEWS ON THE "OUTLOOK"
OF THE PROSPECTIVE LISTNER TO INTERNATIONAL BROADCASTS,
ESPECIALLY THOSE OF RFE/RL.

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-- HOW DOES THE CITIZEN OF YOUR COUNTRY PERCEIVE HIS
PERSONAL FUTURE AND THE FUTURE OF HIS COUNTRY'S
DEVELOPMENT?

-- HOW DOES THE CITIZEN REACT TO THE LIMITATIONS ON
HIM PRESCRIBED BY HIS REGIME?

-- WHAT ARE HIS INTERESTS? IS HE INTERESTED IN HEARING
ABOUT INTERNATIONAL EVENTS, CULTURAL DEVELOPMENTS,
INTELLECTUAL TRENDS IN THE WEST, THE "DISSIDENT" MOVE-
MENT IN HIS COUNTRY?

-- WHAT DOES THE INDIVIDUAL WISH AND EXPECT TO HEAR
FROM THE RADIOS (OR OTHER INTERNATIONAL BROADCASTS)?

WHAT LEVEL OF SOPHISTICATION SHOULD THE RADIOS AIM FOR?
WHAT TONE SHOULD THE RADIOS SET IN THEIR BROADCASTS?
HOW, IN SHORT, CAN THE RADIOS BE MORE EFFECTIVE (AND,
AT THE SAME TIME, BE MORE IN CONSONANCE WITH OUR POLICY
OBJECTIVES)?

5. WE BELIEVE THAT THE PROGRAM REVIEW CONFERENCE
PROVIDES US WITH A UNIQUE OPPORTUNITY TO OFFER THE
RADIOS CONSTRUCTIVE GUIDANCE ON THESE QUESTIONS. NEED-
LESS TO SAY, WE MUST AVOID ANY APPEARANCE OF ATTEMPTING
TO "MUZZLE" OR OTHERWISE CONTROL THE RADIOS, BUT THE
RIGHT APPROACH CAN GO A LONG WAYS TOWARDS GUIDING THE
RADIOS IN THE RIGHT DIRECTION.

6. PLEASE BE PREPARED TO DISCUSS THESE ISSUES WITH
ARMITAGE IN MUNICH PRIOR TO MEETINGS. ROGERS

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